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[1957]

Nurseries or Contract Growers in Ohio, Tenn., Del., Mont., Ind., W. Va., Alaska
 Phone Albany, Ohio, 2281. All prices quoted are subject to immediate acceptance.
 MEMBERS
 The Ohio Nurserymen's Ass'n., American Association of Nurserymen, American Society for
 Horticulture Science, American Institute of Biological Science, N. Y. State Testing Ass'n., etc.

Pennholm Farms

TRUMAN A. PENN, Owner
 We Ship Millions of Plants Annually

We ship to all 48 states, Canada and Alaska. Originators of new strawberry varieties.
 Growers and shippers of strawberry plants. Strawberry Specialists. State Inspected.

CARPENTER, OHIO

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Hello Folks;—

If you like to GROW or EAT strawberries I think this folder will be of real interest. It's full of facts and dope on strawberries. I am sending it to you because I already have lot of Customers in your section. You no doubt have noticed my advertising in Farm Journal, Successful Farming, Prairie Farmer, Southern Ruralist and nearly 100 other papers and magazines. Bear in mind strawberries can be planted this year and eaten next year. QUICKEST fruit to grow there is.

I am a SPECIALIST in the growing of strawberry plants. Many grow hundreds of items. I grow 2 items only. If its strawberries or brambles, I think I can say I know them and know them pretty well.

I appreciate every order, be it for \$1.00 (many of my regular Customers bought just a few to start, liked them, told friends, and kept ordering of me themselves). I think my prices are fair—everything considered.

I do not use fancy literature—I figure this way: You want facts. To spend a lot of money for 7 color catalogue would in no way help either of us. So I stick to plain facts, no hot air blowing. I think that's what you would prefer.

I wish to call your attention to several kinds. FIRST, MR. BIG. Now here is a new, fine berry. Good to eat raw, can or freeze. It's admittedly a novelty berry. Plants are as yet very scarce, price is high. IT IS I THINK the largest berry that grows. I have picked them 3 inches across and over 7 inches around. Not all of them, but some. If you give them good care I think you can do as well. Just to show to friends they are worth the price. I suggest buy a few, raise more plants, get yourself a nice bed of them that way.

Then there is our new PENNHOLM. As a good all around everbearing sort I do not think it can be beat. Frankly I think it will stand up beside any everbearer. No matter how highly advertised or how big the claims, if you never had luck with everbearers, try a few PENNHOLM.

Then for home garden or large commercial planting I like JOHN R. It bears heavy—up to 10,600 qts. per acre on tests here, not too particular as to kind of ground. Starts bearing early mid-season and is still bearing after latest kinds are through. Makes it a long season berry for us close to 4 weeks. It's good to eat raw, can, and freezes well. Cold pack men all like it.

Then we have of course Premier, Dunlap, Robinson, Fairfax, Catskill, Fairpeak, Klondyke, Aroma as well as all the new kinds and lots you no doubt never heard of.

Be sure and see the offer of 25 plants of a new strawberry. It's same as getting \$4.00. See inside folder.

We will do our best to please you. Look over our guarantee. I think you will agree it's the fairest of any given by any strawberry plant grower. Mistakes, sure we make them. But if we do, we are always ready to adjust them.

Prices of plants are arrived at in 2 ways. FIRST we have the new kinds, very scarce. Prices are high. That helps us recover a little on expense of originating new kinds. All plant lovers will, I think, agree that's fair. Then regular kinds the price varies due to some plants make lots of new plants, others do not make as many. Yet cost to raise an acre is the same. That is why there is a difference in price on various kinds.

I like this business. I am continually getting new friends in all parts of the Country. And if you see fit to give me an order I will do my best to please you.

Thanks,
PENNHOLM FARMS



Luman A. Penn

Plant America!

FACTS. This tells you about my plants, myself, how I got into this business. How many to plant. And general Facts.

TO YOU WHO ARE NEW TO STRAWBERRY GROWING. The facts given below are old stuff to you old timers but to folks who are planting berries for first time they may be of interest.

I am 49 years old. Married and have 3 children. Ruth, Sylvia and One boy Truman Jr. They are all married and I have what I think are 5 Mighty fine grandchildren. My success has in great part been due to fact I have a real WIFE. She helped me at start in fields. Helps with office work. Helps make the plans and boosts my morale when I get discouraged. I still say a good wife is 90% of any mans success.

I first started dealing with small growers because I was only selling plants on side. Did not have much land. Now I have 200 acres and grow plants by the million. Yet still cater to small planter because to me it's fun. Many of my customers I get to know. Become my friends. A business that you make money with, gain many friends and enjoy yourself working at—that's a Business, and that's just what the berry plant business is to me.

I grew my FIRST STRAWBERRY some place around 1913 or 1914. My father grew berries from 1896. For many years just grew them to eat—as a hobby—tested this and that, and messed around with them. You know how a gardener does when it's a hobby with him. I got the idea of developing new kinds; of picking out plants for various good points—HEREDITY as you might say. All my plants today are picked. I figure if a man picks out the HEAVIEST BEARING PLANTS year after year and saves runner plants from those only, then replants and repeats it in time makes all plants from that stock bear better. In addition to bearing I pick for ability to stand transplanting; to stand dry weather; to make strong plants; to stand cold; to bear uniform berries and in many pick for flavor; color, etc., etc. I THINK IT'S PAYING OFF in better berries and better crops. Any way that's the type plants I send you. I first sold few plants. Then folks liked them and each year sold more. Finally went into it full time. Today ship to every state.

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It is hard to write a folder of kinds so NEW GROWER can pick kinds, as each berry is a fine berry in its own right . . . territory and climate considered. To new grower it no doubt seems we have BLOWN each kind way up. Just which is best? Truth is, what we write about each is true. If, after reading, considering locality, ground and what is said about each, feel free to write me. Tell me what kind of ground you have: high or low, wet or dry, etc. I will be glad to make suggestions

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KINDS TO PLANT. Many of you know kinds you like. But for those who do not I would suggest you read descriptions. Then if you still are in doubt write me for suggestions. Or pick one of my special assortments and ask me to PICK varieties for your section. Off hand for home garden I like few real early, main crop and real late—plus few fall or everbearers.

WRITE ME. I mean it. Write me regardless if you buy or not and feel free to ask any questions. I will be glad to hear from you and will do my best to answer any questions.

WE SHIP YEAR 'ROUND. However after June First we are very apt to be out of most kinds. We ship no orders of over 200 after June 15th except by special arrangements with Customer.

GROWING INSTRUCTIONS. I send FREE with each order instructions on how to grow berries; how to grow them BIG AND SWEET. Plus my special tested formulas for making ground rich. These are things I have learned over years. Written in simple language. Easy to understand and follow. Many ask \$1 to \$5 for facts. Yet I give you basically all you need here. AND IT'S FREE TO EVERY CUSTOMER. Plus your free to write me any time you wish facts on any special subject and if I have them will give you facts you want FREE. Fact is I like to hear from you; want you to write me from time to time.

HOW MANY TO PLANT. This question is brought up more often than any other. To answer it, would FIRST SAY it depends a lot on how many in your family and how well they all like strawberries. But to give you an answer would say for 3 or 4 people 200 plants. Where you have them in garden and hand hoe them I would say you can crowd them in some and plant rows 2½ feet apart and put plants as close as 15 inches apart in rows. At that rate a patch 25 feet wide and 50 feet long would hold 400 plants or one 25 feet by 25 feet would hold 200. Now if you plant them commercially ONE FOURTH ACRE will take about 2000 plants, and under good conditions might produce 2500 quarts. So you can see there is money in strawberries. A city lot often produces \$400.00 to \$500.00 worth.

Plants required per acre at various planting distances.

Rows	Distance in rows	Plants per acre
3½ feet apart	15 inches	10,000
3½ feet apart	18 inches	8,325
3½ feet apart	24 inches	6,225
3½ feet apart	30 inches	5,000
4 feet apart	15 inches	8,750
4 feet apart	18 inches	7,300
4 feet apart	24 inches	5,425
4 feet apart	30 inches	4,375

Strawberries can be grown any place. On any kind of soil. Take very little room. Bear in 1 year. And to make extra money ... even a few Hundred plants may make an extra \$100.00 for you.

Nurseries or Contract Growers in Ohio, Tenn., Del., Mont., Ind., W. Va., Alaska. Pennholm Plants are grown in soil and climate best fitted to each variety.

DON'T MISS THIS. It's free.

We have a NEW strawberry. A June bearer. It has shown great promise. Large, sweet, deep red. Heavy bearer. We plan to list it later at 25 for \$4.00. But to give it a final test in all sections are going to let our Customers test it FREE. To get your 25 FREE and postpaid all you need do is ask for the 25 FREE test plants with any order of \$6.00 or over. If you want it you MUST ASK FOR IT.

SCIENTIFIC RESEARCH

We maintain a RESEARCH programme at all times—studying diseases, fertilization, new kinds, etc. — Always trying to learn.

Right now we have underway tests to try and learn what the long range effect of weed killers and various kinds of fertilizers have on both the plant structure, cells, disease resisting powers, etc., and the soil structure and content of the soil on which used. Also testing various NATURAL methods of soil building to see if we can learn more about what's best for berries. These are some in addition to always crossing kinds and trying for new and better kinds.

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WHERE ARE WE LOCATED? Get your map and find U S Highway 50 from Athens to Chillicothe. Then find Albany 12 miles West of Athens. Then go West of Albany 2 miles to Junction Ohio 143, turn South 1 mile to Junction Ohio 346. We are about 2000 feet out Ohio 346. Our place is between and joins Ohio 143, 346 and 689. We are in Meigs County, in corner of Athens and Vinton. 18 Miles North of Ohio River.

● HOW TO JUDGE NURSERY STOCK

In buying plants, trees and any nursery stock, FIRST try and be sure company is honest. Then, note carefully the guarantee they give. That is important. Then, check as to size of tree or shrub, as a tree 3 years old 4 to 5 feet, is naturally worth more than same tree 1 year old 12 inches tall. Many trees and plants I think do better small sizes. But we list size or age or both. Do not buy on price alone. I like to save money and so do you. But often times when we save a buck on something cheap we lose far more in quality. Good plants cost money to raise, are worth a good price. I feel this way. When you send me your cash for plants you have a right to good plants. If they come bad, write me. Explain just what is wrong. We are sometimes awfully rushed and may be slow answering but as soon as possible we will adjust. That's our policy.

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HOW ARE NEW VARIETIES OF STRAWBERRIES DEVELOPED? I have many folks ask me this question. To us who HOBBY with strawberries we get a lot of fun, enjoyment and general pleasure out of it. It's a long, slow, hard and expensive process. You have to isolate 2 plants (1 of 2 kinds) (after first deciding what you want to cross and why). You then take pollen from ONE plant's flowers and transfer it to blossoms of other plant. Then you pick ripe fruit and save the seeds. These in turn you must stratify and later plant in PROPAGATION BEDS. In time you have many seedlings. These you set out and watch, promising you save runners and check it and re-check it under all conditions. Maybe 1 in 10,000 or even 100,000 will make a worthwhile berry. If one looks

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RUNNERS ALWAYS COME TRUE TO MOTHER PLANT. EACH SEEDLING ON OTHER HAND IS AN ENTIRELY NEW AND DIFFERENT KIND OF BERRY. Right now I am crossing English, Canadian, Peruvian types with many good old American standbys to see what I get. I am trying to develop new and better disease resistant types.

● DO WE MAKE MISTAKES

We take every precaution to prevent mistakes. However, being human we will sometimes make them. If we do, you write us at once and assure you we will correct them.

We always have time to answer a letter. Write us when in doubt or if any information is needed.

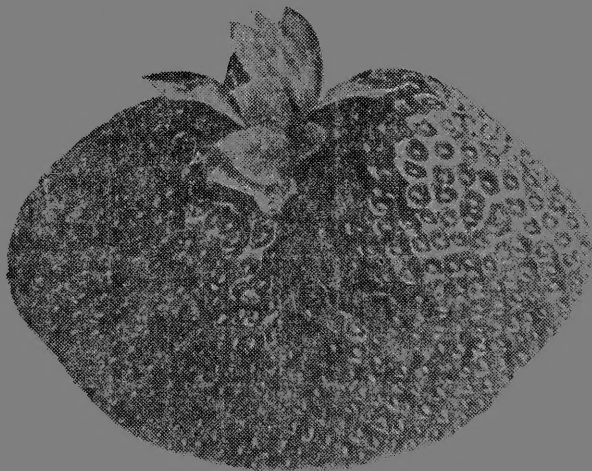
ARTICHOKE

We have a few priced 1 pound for \$1.00 postpaid. Make nice flowers as well as being good to eat, particularly for diabetics.

THESE ARE THE KINDS I HAVE

Listing of Varieties

The ones we sell most of are listed in large spaces. Ones we sell next most are in 2nd section, and ones we sell only few of are in last section. That may help you in picking varieties most generally bought.



MR. BIG, World's largest berry

AN EXCLUSIVE PENNHOLM INTRODUCTION

Mr. BIG. Here is the LARGEST, BIGGEST of all the berries. I secured my stock from a man who claims to have originated it. From talking to him do not think he knows for sure its cross. So far it's by far largest berry I have ever grown. So for lack of name we call it Mr. Big. The originator advertises it as WORLD'S LARGEST STRAWBERRY. It is big. It's sweet too. Solid all through. Flavor is fine. Fine for eating, canning or freezing. On FANCY market it brings BIG PRICE due to its size. I grow them 2½ to 3 inches across, not all, but lot of them. I think anyone following my instructions I send for growing them can grow some 2 to 3 inches across. To show your friends alone it's worth the price. Plant is strong grower, not many runners. I have not had enough chance yet to know how disease resistant it is (only had it now for 3 years) but do say this. Every lover of fancy strawberries should have 25 or 50 of these plants. I look for them to be HIGH PRICE for quite a few years as stock is limited and they make only a few runners.

I have had these grow 1 foot high and runners 18 feet long. But in all honesty I wish to say this is a fine NOVELTY berry. It will make big strawberries with common care. But to get GREAT BIG ones naturally it takes babying. If you planted an acre you most certainly would not get all 3 inch berries. But in small lots where you can baby them, they sure will surprise you.

Believe this to be a field sport-cross of British sovereign and Robinson.

TEMPLE, Disease Resistant, Early

Here is the berry for you if you have been bothered with disease. Temple. It's absolutely the nearest thing to a disease resistant berry yet discovered. Leaf spot, scorch, Red Steele, etc. If you thought you could not grow berries due to disease in your ground, plant Temple. It will grow. And odd part is it's also one of the best berries. Fine appearing. Berries large blunt conic in shape further accentuated by a rich looking dark green calyx. Stands lots of dry weather. Good plant maker and heavy yielder. Good for freezing—it's an early berry.

PREMIER, The sure cropper

PREMIER (Howard 17) MOST WIDELY PLANTED STRAWBERRY. Premier was a leader when we were kids and it's still the leader. Which means it has the stuff behind it. It is in my estimation the BEST ALL AROUND BERRY. It's frost proof, never knew a crop failure with Premier. Very strong grower, resistant to leaf spot. It's a strong grower. Good plant maker. Berries are large and red, conic in shape. It will grow on almost all types of soil in almost all parts of the country . . . If you never grew berries and are going to try only one kind — then pick Premier as it's next to being failure proof with just ordinary care and attention. My stock of Premier is tops. Premier is rated as an early berry.

Pocahontas

In Pocahontas we have a new berry, developed by U.S.D.A. Was selected in fruiting season of 1948, is about a week later than Blakemore, larger, and redder than Blakemore, bears more heavily. Many are blowing it up as one of the greatest new berries. We have stock from the VIRUS FREE strain.

FAIRPEAK, Sweet, Late & Frost Proof

This is a late berry. Fairpeak. And in my estimation one of the best berries; very sweet, large and glossy red. Resistant to leaf spot and scorch. Plants strong and productive. It's a cross of Fairfax and Chesapeake.

TENNESSEE BEAUTY

In Tennessee Beauty we have a berry that I think is the BEST of all the new Tennessee releases. It's a fine shipping berry. It's easy to grow. Very productive. Makes fine appearance and is a dandy freezing berry. Late. Does fine from Ohio South.

BLAKEMORE, King of Southern Berries

BLAKEMORE. This is the GREAT SOUTHERN BERRY. Early. It is almost a duplicate of Premier for Southern climes from Ohio south. Berries are medium in size, stand shipping. Blakemore is a cross of Premier and Missionary. Fruit is rather tart but is pick of cold pack men and is fine for canning.

SPECIAL COMMENT. If you only have room for one berry and you live in or south of N.J., Pa., Ohio, Ind., Ill., Mo., Kans., Colo., I recommend BLAKEMORE as with our strain I feel it will grow better, make more plants, bear more fruit with less care and on more kinds of soil than any berry plant I sell. In its territory it even beats Premier or Dunlap.

BIG JOE, Late, Big, Fancy

This berry, Big Joe. I consider one of the best all around late mid-season berries. They are **BIG, Beautiful**. Plant is a **strong healthy grower** of the best quality. If you **grow them for fancy market trade** you can not beat **BIG JOE**. It does well on **CLAY GROUND**, where many berries do not do so well.



John R. The Super General Purpose Berry

In my estimation John R. is one of the best all around strawberries that there is. It's a Tennessee Beauty cross. Its other half is not known as I secured it from a Customer who dabbles in crossing berries. However, it will outbear most any kind we have, with less care. It's a **MID-SEASON** berry and bears right along here for 4 weeks. Usually still bearing when the late ones are done.

This berry starts bearing early mid-season and is still bearing for us after the latest ones are gone . . . about a 4 week season. Total crop is very heavy. Picture above shows a test patch of John R. that averaged way over 10,500 quarts per acre with only ordinary to poor attention. John R. came from a Customer and is a cross of Tenn. Beauty with a Northern type. It is hardy clear into Northern Minnesota

If you're a commercial grower, better try some. If a Home gardener and hardly know which to pick, try a few John R. You cannot go wrong with them.

It is fairly large, red, good to eat raw, fine to can, best of freezers and is a good shipping berry.

SENATOR DUNLAP (Dr. Burrill)

Often referred to as Doctor Burrill. This is a fine old standby particularly in Mid West and North West. It will stand cold and it will stand those cold dry winds. Berry is **glossy red and deliciously sweet**. Fine for eating, canning, preserving and freezing. Considered early.

BLACK STRAWBERRY

Another Novelty berry. When fully ripe it's almost coal black. Large, sweet, good producer.

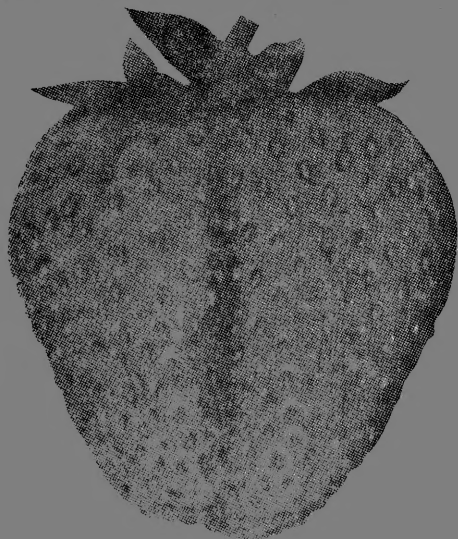
SPARKLE

RED STELE RESISTANT

Here is another fine berry that is also RED STELE resistant. It is mid-season to late in ripening. Makes a vigorous plant growth. Heavy yielder. Good flavor, fine for home or market, also has good size.

FAIRFAX

In Fairfax we have the sweetest of all regular berries. It's big, has a large strong plant. Is dark red. A fine freezing berry. It's solid. For HOME use or ROADSIDE or LOCAL market I consider it absolutely tops. If I were left to pick just ONE kind for my own use, I would pick Fairfax every time. It does well from North Alabama to Central Canada. Try a few.



CATSKILL. Mid-season. Heavy cropper. Tremendous bearer. Large, firm berries. Good freezer. High in Vitamin C. Good quality and good appearance. A good berry.

FAIRLAND. Red Stele Resistant. A good berry to grow where you have red stele.

MISSISSIPPI. A fine southern berry. Particularly good in Florida.

NARCISSE. A fine berry, dark red, good. Particularly good in Idaho.

ARMOR. A really good berry. Liked by many. We have fine plants.

VERMILLION. Another rather new berry, for us, like Premier, but better we think.

White Strawberry. Another Novelty berry. Have white strawberries and red whipped cream shortcake.

ZERO. This berry is small. But its value is it will grow way up north where no other berry will grow. **VERY HARDY.** Good flavor.

REDSTAR. Another top LATE berry. It would be finest of all lates except it is rather shy plant maker. Does best in moist ground.

DORSETT. Heavy bearing; better than Premier. Large berry. Heavy plant makers. A really fine berry. It is sometimes subject to frost damage. Our plants are either fully or at least almost virus free.

EMPIRE. Many think it's better than Premier. It's a new release by New York State Experiment Station. It's a cross of Sparkle and Premier.

AROMA. Another fine Southern berry.

WILD BERRIES—I have a few. Not over 25 to a Customer of the BIG wild type berries . . . mainly for you who wish to cross. However have many Customers who want a few as they say nothing like the wild flavor for shortcake.

Large berry. I personally like them very much. I have some nice plants of Ambrosia.

MASTODON Everbearing. This is a good everbearer. Many like it. We have a fair stock of fine plants.

Penn No. 7 — The Disease and Red Steele resistant berry

Here is a berry for WET soil. It is almost IMMUNE to RED STEELE. You can now grow fine strawberries on wet ground, or ground that has Red Steele in it. It's a fine berry, good flavor. Fruit is large in size, tops for freezing. Commercial canners and freezers like them. Bear very heavy. Large root system. A velvety green leaf. Fruit born on long stems. These are fine for garden or for commercial growers.

SOME OTHER KINDS WE HAVE

In addition to kinds listed here, which is done to give you an idea of some of the various named kinds, we have a few of several hundred kinds. If you wish some of a kind not listed or listed below write us and tell us how many you want. We will write you and tell you if we have that many—or how many we do have, and price. We do not list them as we only grow a few, not too much demand for them except to hybridizers, etc. In addition to listed kinds there are many others like Carver, Corsica, Lilly, etc., etc.

EVERMORE. Large, deep red; not too acid. Everbearer.

GEMZATA. Large, firm; good producer. Does well first season. Everbearer.

UTAH. Large, firm; fine flavor; medium red color, good bearer. Everbearing.

WAYZATA. Extra large. Fine flavor. Firm and high quality. Everbearing.

CRIMSON FLASH. Early, highly productive. Big, Sweet.

SOUTHLAND. Large, firm; good quality; early. Heavy producer.

ARROWHEAD. Firm berries. Very productive. Mid-season.

BANNER. Medium size; fairly firm. Crimson with red flash. Very productive.

20TH CENTURY. Good size, quality rich tangy flavor. Everbearing; bright red color.

CENTENNIAL. New. Large firm, a medium red color; heavy bearer. Everbearing.

MARSHALL. Will produce large crop of big fruit. Crimson color. Quality good. Mid-season.

BRUNE'S MARVEL. Good producer, and is a heavy producer; non-acid; few seeds. Everbearing.

BELLMAR. Good freezer. Bright red.

NEW OREGON. A medium size berry. Good producer. Crimson color. Mid-season.

NORTHWEST. Very heavy bearers. Quality A-1. Size large. Mid-season.

PAYMASTER. Med. red all through. Firm. Good freezer. Good shipper. Mid-season.

PLENTIFUL. Brilliant red. A good producer. Large. Mid-season.

TAHOE. Upright grower. Large, red berries. Good producers. Mid-season.

GRAND CHAMPION. Large, red. Coreless. Good producer. Late.

LUPTON. Late. A fine berry. Best to plant with other kinds.

MAJESTIC. Large, extra sweet berries. Red to the core. Late.

MASSEY. Extra large. Firm. Deep red. Vigorous plants. Late. Heavy bearer. Mid-season.

DONNER. Large, red, firm berries. Very productive. Mid-season.

GRANDMASTER. Heavy producer. Fine flavor; large fruit. Mid-season.

FUJIYAMA. Large, sweet, good shipper. Mid-season.

PROGRESSIVE, EVERBEARING. A nice berry. Not as much talked up as some others, but all in all good. Low priced for plants.

JUMBO. (Trade Mark) Mid-season.

GANDY. Large. Good flavor. Late.

THE TRUTH ABOUT EVERBEARERS. In many sections where they have a cool damp fall they are really fine, bear every fall. Here where we have hot, dry falls, some times a good crop and sometimes not good. For Home use they are worth having in any garden. Commercially, unless you have tried them, I suggest a trial **FIRST**. Then see how they do.

PENNHOLM EVERBEARING

AN EXCLUSIVE PENNHOLM INTRODUCTION

Here is a **SUPER NEW EVERBEARING BERRY**. I secured a start from private garden some 5 years ago. Have tested it — tested it — and re-tested it and I can honestly say it **IS BY FAR THE FINEST ALL AROUND EVERBEARING STRAWBERRY I HAVE EVER GROWN**. It begins fruiting 60 days after planting and keeps it up until snow. **BIG, RED berries. VERY SWEET**. Fine for eating out of hand. Good for freezing. Good canner, good for jelly and jam.

The berries are **BIG, ROUND, DEEP RED** clear to center. It really has eye appeal. Sells at top prices.

It does well in all climates and soils. Will really bear. Has tested out better than 20,000 pints per acre.

Facts are . . . From my own observation. I consider it by far the best of all everbearers — old or new. And if you can show me that under like conditions **PENNHOLM EVERBEARER** will not top any other everbearer for **BEAUTY, QUALITY, FLAVOR, COLOR** and **PRODUCTIVITY** I will gladly refund the money you paid me for plants.

These plants are **VERY LIMITED** as yet. By rights I should not sell any until I get larger stock built up. But am going to let my Customers have a **FEW** each if they want them. See price list.

Get yourself a few plants. Baby them along and get lot of runners so you can have nice patch next year. I think in time this will be a leader in the commercial field. Once plants are available for larger plantings.

Think this is a field cross of Gem x 20th Century.



RED RICH. You bet we have it. But we do not grow these plants but have arranged with originator to grow them for us. You get the genuine original from us.

SUGARED, Everbearing

SUGARED Everbearing. Here is a fine everbearer. Has been sold under various names such as Sugar Queen, Sweetheart and a dozen others at often times **HIGH PRICES**. Fact is, I consider it one of the most dependable of all everbearers. Berries are smaller than Gem, deep red in color and sugar sweet with a deep rich flavor. Nothing like them. Its very hardy—for us, most apt to make a crop of any everbearer . . . makes lot of runners. Thus plants are **LOWEST IN PRICE OF ANY EVERBEARER**. Many folks like other larger kinds—but for your garden, **SUGARED** just can't be beat—short cake etc., in fall. If your not interested in **BIG** berries, want sure crops at low prices, **BUY SUGARED**.

GEM, Everbearing

In **GEM** we have another good everbearer. Many think it's tops and to be frank with you, Gem, Brilliant and Superfection are, so far as I can tell, about the same. Gem usually **DOES NOT** make a good spring crop, but makes a fall crop that many consider tops.

I do honestly consider my own improved strain of **GEM EVERBEARING** strawberries to be tops. Large size. **EXTRA HEAVY CROPS**. Have actually counted up to 50 berries on one plant

EXTRASWEET. Sweetest of all

If Sweetness in flavor is what you're after then by all means plant a few EXTRASWEET. This is the sweetest berry I grow or have ever grown. It's early; resistant to leaf spot; productive, and fruit is large. It's a strong grower and good plant maker. Berries are very uniform in size. If flavor is it . . . then this is the berry.

ROBINSON

ROBINSON is the largest of all standard kinds. It is classed as late. It is also sold by many under names of Scarlet Beauty, Crimson King, Gibson and others. It's hardy. Really BIG berries, dark red clear through, fine flavored. Strictly a fancy berry for fancy trade.

RASPBERRIES

are No. 1, 1 year plants and carry my standard strawberry guarantee.

LATHAM (Red). I consider this the leading medium to late red raspberry for home garden and commercial planting. It thrives in most all soils. Is hardy even at 45 degrees below zero temperatures. Berries are large, plump and sweet.

MORRISON (Black). Also a fine black raspberry. Main point in its favor over Cumberland is it's LARGER, some berries 1 inch across, very few seeds. INDIAN SUMMER (Red-Everbearing). This is a dandy berry and bears 2 crops, Spring and Fall.

CUMBERLAND. I think everyone knows this fine Black Raspberry. It's right up with the best. Some like it better than Morrison. Others like Cumberland best. We have both kinds.

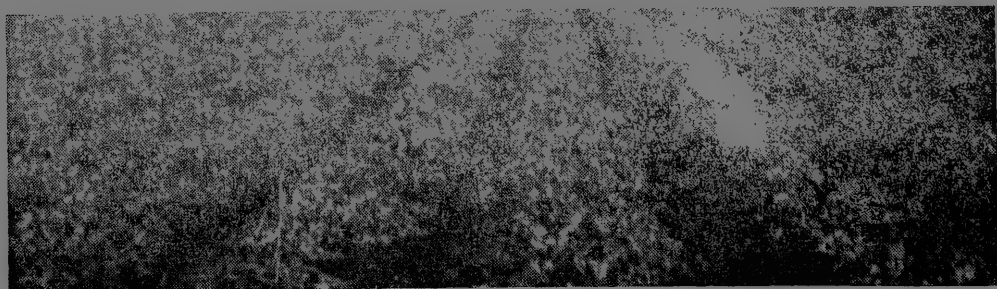
YELLOW RASPBERRIES. That's right, yellow raspberries. They are really good, too. In my opinion, sweetest of all—a flavor all their own. They sell good, too; bear heavy and are taken care of same as any raspberry. Size is about same as Cumberland or Morrison Black Raspberry. Try a few.

ELDORADO BLACKBERRY. For home gardens I think this is absolutely the finest blackberry there is.

LUCRETIA DEWBERRY. If you like DEWBERRIES then Lucretia is one you can not go wrong in planting. Dewberries have a flavor all their own. Mighty fine eating. Look like a blackberry but vines run over the ground rather than as bushes like a blackberry. No fruit garden is complete without a few dewberries.

Raspberries, Blackberries

PRICES: ALL RASPBERRIES, BLACKBERRIES, DEWBERRIES—all except DURHAM which is priced separately—5 for \$1.25, 25 for \$5.00, 100 for \$17.00, all PREPAID. Write for quantity prices on larger lots.



This is what a field of growing strawberry plants looks like:

ITEMS ON THIS PAGE ARE EACH ONE PRICED SEPARATELY UNDER THE DESCRIPTION

BLUEBERRIES

THEY ARE EASY TO GROW.



Plant bushes 4 by 8 feet apart and cultivate shallow and clean. Cultivated blueberries require an acid soil, good drainage and a moderate supply of moisture. Almost any farm has some low, sour soil which does not produce crops. These worthless spots can be turned into real profitable production when planted with certified blueberry plants. If there is no acid soil, this condition can be induced by mixing with your surface soil well rotted leaves, pine needles, peat moss, sawdust or soil from an old wood pile.

Cultivated blueberries offer one of the greatest opportunities to the fruit grower. They have proved to be a greater money maker than any other fruit.

Four-year plants often yield at the rate of 500—twelve pint flats per acre selling from \$3.00 to \$6.00 per flat. With proper care mature plants produce as much as twenty pints of berries a season. A planting lasts for a lifetime, and the first crop will pay for the plants. Instructions for proper planting and culture sent free with each order.

Certified blueberry plants are ornamental as well as highly profitable.

Available plants in order of ripening are listed as follows:

RANCOCAS. This is a really heavy bearer. Often large crops on very small bushes.

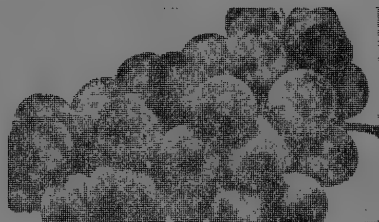
RUBEL. Very fine blueberry. Fine shipper; fine for home use.

CABOT. Dependable heavy cropper.

BLUEBERRY PRICES — \$1.00 each, 6 for \$4.00, or 12 for \$7.00, postpaid.

Always plant 2 or more kinds of Blueberries for pollination.

GRAPE VINES



When I first bought this place I ordered myself 12 grape vines, 4 white, 4 red, 4 blue. After caring for them several years to bearing age, I had 12 blue grapes of some cheap kind. Right then I started growing grape vines. I only have 3 kinds, nice plants, fine roots. I have:

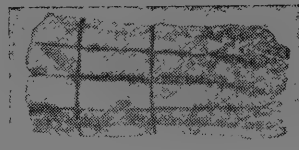
CONCORD. I think this is best blue grape for home.

NIAGARA. Tops for a white grape.

CACO. A fine big red grape.

Grape prices, 1 for \$1.00; 6 for \$4.00; 12 for \$7.00, prepaid.

ASPARAGUS



Here is something easy to grow and fine to eat. We have the Mary Washington type. Good 1 year roots. \$1.00 per 12 or 100 for \$5.00.

PAW PAW TREES

These make beautiful little yard trees, also bear edible fruit. Some call them **AMERICAN BANANAS**. \$1.00 each prepaid, 15 to 24 inch size.

RHUBARB

2 or 3 clumps in garden will supply pies, sauce, etc. We have the big kind. \$1.00 each or 6 for \$4.00. These are No. 1 small plants.

NOTICE. HERE IS A REAL BUY. IF I DARE SAY SO, THESE ARE BEST BUYS I HAVE EVER OFFERED. THE FACT IS, IF YOU WANT SHRUBS, FRUIT TREES, TREES, EVER- GREENS, YOU CANNOT AFFORD TO MISS THIS. I MAKE VERY LITTLE ON THESE

If you like Shrubs, Trees, Evergreens, etc., here is an offer that will really interest you. As you know, we are strawberry and bramble specialists. But so many hundreds of folks come here and want this or that, plus with my son in the landscape business, we have added many fine items for retail here at the farms. I have always been letting my customers have small sizes to grow at home at low prices. Lots of my berry customers have asked me to list them so they could get them too. So here they are:

Now these are all 1-year or older trees and vines, etc. They are small sizes. Most of them 12 inches to 18 inches tall. Some slow growing ones like sweet shrub, closer to only 6 inches. All No. 1 stock, same as I see for sale every day at \$1 to \$2 each.

You will want a number of them I am sure. Now I can't pack one or two and pay postage nearly as cheap in proportion as I can 10 or more. You can understand that. As I only aim to make very little on these, I price them accordingly: 2 for \$1.25, or, get this now—10 for only \$3.50 prepaid to your mail box. Get as many over 10 as you wish at 35c each. You can get 1 of 10 kinds, or 10 of 1 kind—just so you have 10 or over. I really think this is lowest price ever offered on many of these by any concern.

REMEMBER, 10 for \$3.50 Prepaid.

Most of these will bloom next season for you.

We guarantee these to arrive in good shape. They are listed below. Pick out the ones you want.

These will be shipped at proper time to plant. You can order anytime.

SHRUBS

ALTHEA, Double red or Double White. State color wanted. These are beautiful little trees. You all know them.

SPICEBUSH. (Benzoin Aestivalis)

SWEET SHRUB (Calycanthus Floridus) Beautiful bushes with aromatic (sweet smelling) leaves and flowers. Has a pretty brownish colored flower. Blooms all summer.

CREPE MYRTLE, Red.

BEAUTY BERRY (Callicarpa Americana) A pretty shrub.

Hydrangea P. G. You all know this beautiful shrub.

Hypericum Aureum, Golden. A mighty pretty golden colored shrub.

JAPANESE QUINCE (Cydonia Japonica) A beautiful flowering bush. Red.

RED OZIER DOGWOOD (Cornus Spolonisera)

LILAC (Syringa Valgarus) Purple. Also have this in White.

WEIGELIA. We have this pretty shrub in Yellow, Pink and Varigated colors.

JAPANESE QUINCE (Cydonia Japonica) A very pretty red flowering shrub.

DEAUTZIA, Pride of Rochester (Candismia) Another very popular shrub. Beautiful flowers.

FORSYTHIA, Upright. (Spectabilis) This is the beautiful First to bloom in spring yellow shrub that folks like so well.

FLOWERING PEACH (Prunus Persica) Double flowering Red, Pink, White, Peppermint. State color wanted.

PURPLE LEAF PLUM (Prunus Thundercloud) You know what a beautiful foliage plant or shrub this is.

SP. JREA. Anthony Waterer. You all know this shrub.



DOUBLE PINK FLOWERING
ALMOND



Calycanthus



Althea

Flowering Peach. (*Prunus Persica*) we have these beautiful small trees in Double red, pink, white and peppermint.

Purple Leaf Plum (*Prunus Thundercloud*) you all know this deep purple leaved shrub.

SPIREA Collosa Rosea. Pink Fortune Spirea.

Spirea Prunifolia (The Bridal Wreath) Spirea Thunbergii

Spirea Vangouttei. A beautiful white. Weigelia. Variegated. This is the variegated leaf type. Very pretty.

Coralberry (*Symphoricarpos Vulgaris*) a beautiful shrub loaded with bright red berries.

Red Tartarian honeysuckle (*Lonicera Tartarica*) the red flowering type.

AZALIA. Mollis. A beautiful Azalia; assorted colors.

VINES

WISTERIA. Here is beautiful climbing vine, loaded with large grape like clusters of blue flowers.

SCARLET TRUMPET VINE (*Lonicera Sempervirens*) A beautiful climbing vine with beautiful reddish colored trumpet shaped flowers in clusters.

HONEYSUCKLE (*Lonicera*) Fine to cover unsightly stumps, dog houses, dead corners, etc. Very sweet smelling when in bloom.

Native American Bittersweet vines. with yellow clumps of berries that hang on all winter.

TREES

OSAGE ORANGE (*Madura Pomefera*)

SILVER MAPLE (*Acer Dasycarpum*) A beautiful shade maple.

SCARLET MAPLE (*Acer Rubrum*) This is another beautiful maple.

SUGAR MAPLE (*Acer Saccharum*) You all know what a sugar maple is—the kind maple syrup is made from.

BOX ELDER (*Acer Negundo*) Another beautiful shade tree.

AMERICAN REDBUD (*Cercis Canadensis*) A small tree that is just covered in spring with red buds and flowers. Very beautiful. Every home should have 1 to 3 of these.

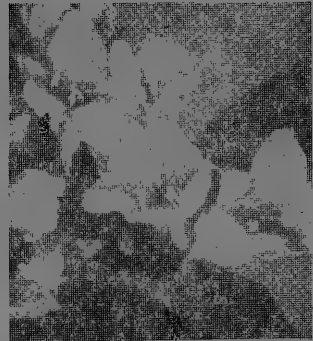
GOLDEN WEeping WILLOW (*Salix Vetellina Pendula*) If you like weeping willows, this is the beautiful golden colored bark type.

DOGWOOD. White flowering (*Cornus Florida*) You all know what a beautiful flowering tree Dogwood is.

CHINESE ELM (*Ulmus Pumila*) Think you all know the beautiful chinese elm.

SWEET GUM (*Liquidamber Styraciflua*)

SWEET BIRCH (*Betula Lenta*) This makes a beautiful tree.



Weigela Rosea

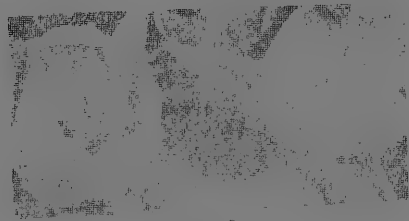


Hall's Japan Honeysuckle



Hydrangea P.G.

AMERICAN LINDEN (*Tilia Americana*) This is the beautiful linden tree you see so often.



TULIP TREE (*Liriodendron styraciflua*) these are pretty trees and have big Tulip like blooms. Sometimes almost large as a big cup.

FUSSY WILLOW.

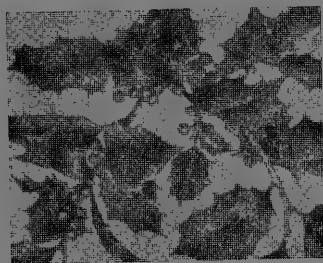
LOMBARDY POPLAR (*Populus nigra italica*) A beautiful, tall, slender quick growing tree.

BLACK LOCUST (*Robinia pseudo-acacia*) Quick growing, beautiful grape like clusters of bloom in spring.

GREEN ASH (*Flaxinus lanceolata*) This makes a beautiful tree.

BLACK WALNUT (*Juglans nigra*) These make a beautiful tree, grow fast and have the edible black walnuts on them.

TREE OF HEAVEN (*Ailanthus glandulosa*) A fine fast growing shade tree.



AMERICAN HOLLY. This is the native kind; has red berries. Always plant 3 or more to be sure of having both male and female plants, so you get berries.

HOLLY. Japanese. Here is a very hardy evergreen holly that has nice red berries. It will grow way up North.

FRUIT

APPLE. Red Delicious. You all know what a fine apple this is.

APPLE. Golden Delicious. Another wonderful apple, golden yellow.

APPLE. Winesap. You all know this old standby.

PEACH. J. H. Hale. This is as fine a home peach, in my opinion, as can be grown.

PEACH. Alberta. A really fine peach. Extra large size fruit.

BABY PINES EVERGREENS



All the pines and evergreens listed below are 1-year-old or older. They are baby pines, exactly the same as we plant to make eventually specimen type evergreens that sell for \$3 to \$15 each. Some are from seeds, others are from rooted cuttings. Some types of pines do not produce from seeds but are propagated from cuttings. These are all fine little trees. You will be proud of them.

YEW. Japanese. Upright, a really pretty evergreen.

YEW. Spreading. Spreads out low down.

ARBORVITAE. A. Green. Some call it American; a beautiful tree.

ARBORVITAE. Globe. This is the Globe-shaped one.

ARBORVITAE. Pyramidal. A tall, slim evergreen.

FREE, with any order for \$5.00 worth of these shrubs, if you ask for it. We will send you one old fashioned red rose. Dwarf, grows about 1 foot high. Very pretty. Large size blooms like Queen of Hearts and 10 years ago. Almost extinct today. We have some — ASK FOR ONE.

PINE. Mugho. A lower round-shaped pine. Very pretty.

JUNIPER. Pfitzer. Spreading. It bends over and makes a beautiful low evergreen.

JUNIPER. Upright.

PINE. Scotch. This is, I think, the prettiest of the long leaf pines.

EVERGREEN BITTER SWEET. A nice little bush, green all winter; has beautiful orange colored berries in little husks.

BOXWOOD. Here is a wonderful evergreen tree. Every home should have 2 or 3 of them.

COLORADO BLUE SPRUCE. This makes a beautiful tree. Think you all know what blue spruce trees cost and how beautiful they are.

SPRUCE. Norway. This is a very pretty tree. In time grows BIG.

HEMLOCK. Here, in my opinion, is one of the prettier quick growing evergreen trees. Little slim needles on long leaves.

A few trees and shrubs planted around the house makes it more like home, makes entire place look better and adds real value to it.

NOTICE. If you have a new berry, be it a cross you have made or just a **FIELD SPORT** (that's a new berry that shows up in a field of other berries—cross unknown). Write us if you think its worth of other berries—cross unknown). Write us if you think it's worth putting on the market. We will check it. If it can be patented and is worth it. We will check and double check, then Patent it in your name and give you a **ROYALTY** contract for us to sell it. It might be worth a lot of money to you.

Flowers

FLOWERS. I do not know too much about flowers except that they sure look nice. My Wife is the flower grower. She has sold them for years and right now specializes in 2 kinds.

SPECIAL — Chrysanthemums.



Now here is something really worth the money. These are all **HARDY. FIELD** grown plants. Absolutely hardy. All kinds and colors. Picked from hundreds of kinds. Many kinds in here no doubt you have seen for sale at \$1 to \$2 each. When bought on this special assortment you get:

8 plants for only \$1.00, 20 plants for only \$2.00. Or if you prefer the **EARLY EXTRA EXPENSIVE** kind they are 5 for \$1.00 or 12 for \$2.00. All prices postpaid. Better get some of both.

If you order Mums by color price is 35c per plant postpaid in lots of 5 or more. All Mums guaranteed to arrive in good shape.

You can plant mums either in spring or fall with success.

PRICES. My prices are reasonable. When you stop and figure these are plants grown from stock I weed out . . . often times only saving ONE plant in TEN to grow my plants from . . . End up with maybe ONE FOURTH the plants I would if I grew them as they come. It costs me more to grow them. But what I try to do is to grow THE VERY FINEST PLANTS that can be grown. Sell them JUST AS REASONABLE as I can. My plants I do not mean are largest plants in the world. That's not the idea. But are raised from super picked stock.

PRICE LIST

All plants unless otherwise stated are from VIRUS FREE stock (grown from virus free stock).

All prices under 500 are PREPAID to your mail box

500 or more plants are F.O.B. Nursery, you pay express or P.P.

SEE FULL GUARANTEE ON ORDER FORM

	25 Plants	100 Plants	250 Plants	500 Plants	1000 Plants
Early Varieties					
Black Strawberry	3.50	11.00			
Blakemore	1.00	2.50	5.00	9.00	14.00
Extra-Sweet	2.00	6.00	10.00	16.00	24.00
Fairfax	1.75	3.75	7.00	13.00	20.00
Missionary	1.75	3.00	5.50	9.90	17.65
Premier	1.40	3.00	5.00	9.75	16.00
Temple	2.00	6.00	10.00	14.20	19.50
Mid-Season Varieties					
Armore	1.50	3.00	6.00	10.00	16.00
BIG Mr. Big	5.00	12.00	25.00	not over 250 sold	
Big Joe	1.25	2.90	5.50	10.00	16.00
Catskill	1.95	3.95	7.95	12.85	19.00
Dunlap	1.50	3.00	5.00	10.00	17.00
John R.	2.50	6.00	11.00	19.00	27.00
Narcisus	2.25	4.50	7.50	11.50	19.00
Penn No. 7	3.00	7.00	12.00	18.00	28.00
Pocahontas	2.00	6.00	10.00	16.00	24.00
Robinson	1.75	3.75	7.25	12.20	17.50
Sparkle	1.75	3.25	6.25	11.40	17.20
Tennessee Beauty	1.25	3.00	5.75	10.00	16.00
Late Varieties					
Ambrosia	\$1.75	\$3.75	\$7.50	\$12.00	\$18.00
Fairpeak	2.00	4.50	7.50	12.00	20.00
Wild Strawberry	2.00	4.00			
WHITE STRAWBERRY	25c per plant. Not less than 5 sold.				
Ex-Late	2.00	7.00	12.00	20.00	35.00
Everbearing Varieties					
Gem	2.50	6.50	12.50	17.25	30.00
Mastodon	2.50	6.50	12.50	17.25	30.00
Pennholm	6.25	25.00	100 limit per Customer		
Red Rich	5.00	15.00			
Sugared -	2.50	4.27	8.00	12.00	20.00

WHOLESALE QUANTITY PRICE LIST

COMMERCIAL GROWERS. You men who plant 3000 to 1,000,000 plants each year. If you will drop me a card and tell me the kinds you want and how many of each I will make you a special price accordingly. Usually on MAIN kinds we have Millions of Plants. This is much more satisfactory than printing prices ahead as conditions change and, after all, what you want is lowest price as of right then.

Order Sheet

PENNHOLM FARMS, CARPENTER, OHIO

TRUMAN A. PENN, Owner

Just consider folks—I appreciate every order be it for only 25 plants of my lowest priced or for 25,000 of my most expensive. I promise every order will receive my personal attention and guarantee your satisfaction.

Every order subject to acceptance at office.

DATE

Your Name

Street

City State

Please ship me the following plants

It is understood plants are guaranteed to live as per your regular guarantee. NO CASH REFUNDS WILL BE MADE, but replacement plants will be sent free if needed.

HOW MANY	KIND	PRICE
.....
.....
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.....

Ohio Customers send 3% for Sales Tax, please.

TOTAL - \$

When shall we ship this order

We will ship as near above date as possible but reserve right — depending on weather and conditions beyond our control to ship later than promised.

Send Check, Cash or Money Order. No live plants sent C.O.D.

Read Guarantee Before Sending This Order In

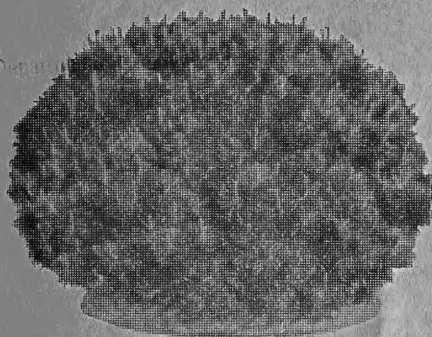
GUARANTEE. We guarantee our plants to be true to name and will replace free any that prove otherwise. We guarantee plants to arrive in good growing shape and any that arrive otherwise we will replace at once, free of charge, if we are notified at once and Postmaster or Express agent signs bad order notation. Further, we will replace any plants bought at less than 500 rate price at ONE HALF PRICE if they die within 90 days from date purchased. We must be notified within 100 days from date of shipment. Once plants are shipped we will not REFUND cash but guarantee as above. We are not responsible for strikes, fires, embargoes or acts of God or weather, nor delays caused by above.

We reserve the right on replacement orders, if too late in season or if we are sold out, to make replacement following season (Fall or Spring at customers' option).

It is mutually agreed that we in no case shall be responsible for more than the price paid us for plants.

Plants sold at **WHOLESALE PRICES** are guaranteed to arrive in good shape but are not guaranteed to live.

LANDSCAPING



My son, Truman, Jr., is here with me. He operates a landscape service. If you live within 100 miles of us here, he will be glad to come and see you. He has several top notch crews of trained men, equipment and the know-how and experience to give you —be it one tree or a Thousand Dollar job, tops in workmanship; a really fine, complete finished job. Fact is he goes as far as Lancaster, Newark, Parkersburg, Gallipolis, Portsmouth and Chillicothe, and on West Virginia side to Ravenswood, Mason, Point Pleasant, etc. Drop him a card. No charge unless you order plants or work of him.

Here are some the things they do:

LANDSCAPE DEPT. We operate a modern up to date landscape department in charge of a landscape architect. And, by the way, we will draw a planting plan for your home or business absolutely FREE. No obligation. You can have us do work, buy plants and do it yourself or have the other fellow do it. We will also be glad to give you any suggestions on insects, spraying, diseases of plants, shrubs and trees. If you need it we plant, care for, supervise complete plantings, take care of lawns, build new lawns, trim, spray and care for pines and all sorts of shrubs, pines, etc. We also have here in our nursery all sorts of shrubs, pines, trees, etc. Come and see them. We will be tickled to have you and NO OBLIGATION on your part whatever.

TRUMAN A. PENN, JR., Landscape Architect, Carpenter, Ohio.

LATEST STRAWBERRY FACTS

From: Pennholm Farms
Carpenter, Ohio

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